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4264 Norton Avenue
Oakland, CA 94602

November 28, 1994

Chairman Reed Hundt
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

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FCC MAIL ROOM

Dear Chairman Hundt:

I am writing to urge you to defend the best interests of our nation's children by strengthening the guidelines for the Children's Television Act.

Millions of American children grow up facing constant crises such as hunger, poverty, family problems and violence--leaving them ill-prepared to learn in school. Millions more are educated in underfunded and troubled school systems. The number of school drop-outs and illiterate high school graduates increases dramatically each year. These trends imperil our nation's health, security and future.

Television has an unparalleled influence in the lives of all Americans and can play an unprecedented role in nourishing the minds of our nation's children. Today children have better access to sensationalistic talk shows, violent cartoons, and adult sitcoms than they do to programming designed to enrich their minds. This must change. (See attached article blaming the death of a Norwegian child on our television programming?)

The market forces, which govern how shows are developed and aired, are biased against educational programming for children. We cannot leave the educational needs of our nation's children in the unseen hands of market forces. Inaction has already led to the dominance of shows cynically designed to serve as marketing vehicles for toys, candy and other products.

The FCC must stand up for children. The FCC must provide broadcasters with a clearer definition of "educational" programming and make sure that television stations air at least one hour a day of these shows between 7 a.m.-10 p.m. in regularly scheduled time slots. America's children, the future leaders of our country, are counting on you.

Sincerely,



Trish Cascardi

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MM 93-48

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1501 N Coler Avenue
Urbana, IL 61801

December 3, 1994

Chairman Reed Hundt
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

Dear Chairman Hundt:

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As a parent of two children, I am seriously concerned about the quality of children's television programming in this country. I urge you to defend the best interests of children by strengthening the guidelines for the Children's Television Act.

Television has a tremendous influence in the lives of all Americans and can play an unprecedented role in nourishing the minds of our nation's children. Today children have better access to sensationalistic talk shows, violent cop shows, and adult sitcoms than they do to programming designed to enrich their lives.

Have you watched Oprah or Geraldo or the like recently? Imagine explaining the story of Lorena Bobbitt to a six year old boy, when it appears on the local news for the third time in a week. What are children hearing everyday in households without a parent nearby to mediate some of the outrageous violence TV lives by? You and your colleagues have the opportunity now to at least offer them a better alternative.

As I'm sure you well know, the market forces, which govern how shows are developed and aired, are biased against educational programming for children. We cannot leave the educational needs of our nation's children solely in their hands. Inaction has already led to the dominance of shows cynically designed to serve as sales vehicles for toys, candy and other products.

The FCC must stand up for children. The FCC must provide broadcasters with a clearer definition of "educational" programming and make sure that television stations air at least one hour a day of these shows between 7 a.m.-10 p.m. in regularly scheduled time slots. This is NOT asking for a lot.

During the next two years of this administration, the FCC has nothing to lose by forcefully following the guidelines already mandated by the Children's Television Act. Take courage.

Sincerely,

Susan Bruce
Susan Bruce
Parent and Educator

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